

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID52229
Project Name	Project –IOT BASED SMART CROP PRODUCTION SYSTEM FOR AGRICULTURE
Maximum Marks	2 Marks

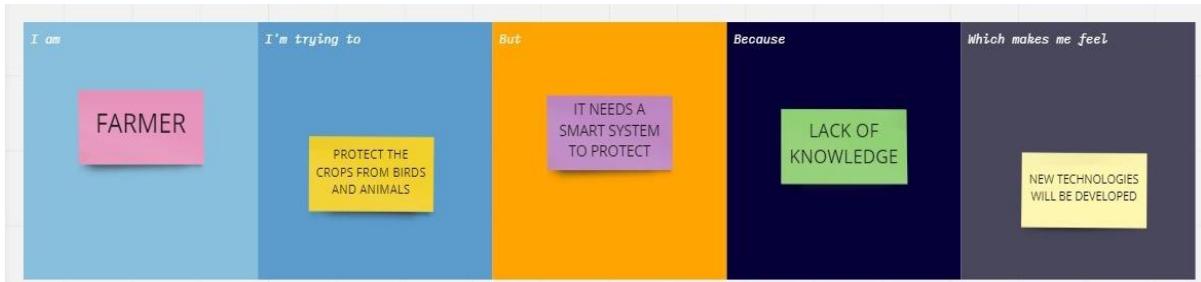
#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics -who are they?	<b>Farmers - Sales and Marketing Skills. Passion and Commitment. Creativity and Adaptability. Skills and Abilities.</b>
I'm trying to	List their customer "job" the care about- what are they trying to achieve?	<b>Achieve good quality and quantity products. To get good opinion from customers.</b>
but	Describe what problems or barriers stand in the way- what bothers them most?	<ul style="list-style-type: none"> <li>• <b>Discrimination.</b></li> <li>• <b>Climate change.</b></li> <li>• <b>Farm policies</b></li> </ul>
because	Enter the "root cause" of why the problem or barrier exists -what needs to be solved?	<ul style="list-style-type: none"> <li>• <b>Invest in farm productivity.</b></li> <li>• <b>Adopt and learn new technologies.</b></li> <li>• <b>Cope with climate change, soil erosion and biodiversity loss.</b></li> </ul>
Which makes me feel	Describe the emotions from the customer's point of view -how does it	<ul style="list-style-type: none"> <li>• <b>Education.</b></li> <li>• <b>extension and training.</b></li> <li>• <b>soil quality.</b></li> <li>• <b>irrigation.</b></li> </ul>

	impact them emotionally?	<ul style="list-style-type: none"> <li>income and credit.</li> </ul>
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Farmers	Quality and product	Birds and animals damage the crops	The farmers are not present all the time	Unhappy
PS-2	Farmers	Quantity product	Climate change	They are too far from fields	Frustrated